

# Human factors determine SME success

## SMEs: Equipped to Compete

SMEs face personnel pressures ...

My firm finds it increasingly difficult to hire people with the right skills

Total  
**39%**

**47%**

**42%**

**35%**

**42%**

... that complicate technology adoption

**46%**  
actively hiring to support growth

**28%**  
rising labor costs a major concern

**34%**

say skills gaps are a major challenge to adopting the cloud

**32%**

say developing employee skills is a major challenge to adopting analytics

### Culture is a focus of transformation

Strengthening customer relationships ranks high on list of growth initiatives

**39%**

Creating a culture of innovation

**34%**

Acquiring digital skills through hiring, training or acquisitions

**20%**

### SMEs are confident

**67%**  
have the tech capabilities of big competitors

**69%**  
report a measurable return on tech investment

### But skills gaps present challenges

**43%**  
say employee readiness is a sticking point for social

**40%**  
say effort required to commit to social strategy is a barrier to adoption

**35%**  
say lack of understanding of cloud computing's benefits is a barrier to adoption

**31%**  
say employee readiness is a challenge to mobile adoption